

<i>SERFF Tracking Number:</i>	<i>MUTM-126504593</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>44909</i>
<i>Company Tracking Number:</i>	<i>ASHLEY COPENHAVER</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.001 Plan A 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Medicare Supplement Advertising - AFN42523</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising/AFN42523</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126504593 State: Arkansas
Advertising - AFN42523

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 44909
Standard Plans 2010 Closed

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: ASHLEY State Status: Filed-Closed
COPENHAVER

Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Author: Ashley Copenhaver Disposition Date: 03/17/2010
Date Submitted: 02/17/2010 Disposition Status: Filed-Closed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: AFN42523

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/17/2010

Deemer Date:

Submitted By: Ashley Copenhaver

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Direct Response Advertising

Medicare Supplement Advertising

Newspaper Ad: AFN42523

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/17/2010

Created By: Ashley Copenhaver

Corresponding Filing Tracking Number:

SERFF Tracking Number: MUTM-126504593 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44909
Company Tracking Number: ASHLEY COPENHAVER
TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN42523
Project Name/Number: Medicare Supplement Advertising/AFN42523

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

SERFF Tracking Number: MUTM-126504593 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44909
Company Tracking Number: ASHLEY COPENHAVER
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Medicare Supplement Advertising - AFN42523
Project Name/Number: Medicare Supplement Advertising/AFN42523

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	02/17/2010	34258793

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<i>Company Tracking Number:</i>	<i>ASHLEY COPENHAVER</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement - Standard Plans 2010</i>	<i>Sub-TOI:</i>	<i>MS08I.001 Plan A 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - AFN42523</i>		
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Disposition

Disposition Date: 03/17/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memorandum of Variability	Filed	Yes
Form	Newspaper Ad	Filed	Yes

SERFF Tracking Number: MUTM-126504593 State: Arkansas

Filing Company: United of Omaha Life Insurance Company State Tracking Number: 44909

Company Tracking Number: ASHLEY COPENHAVER

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010

Product Name: Medicare Supplement Advertising - AFN42523

Project Name/Number: Medicare Supplement Advertising/AFN42523

Form Schedule

Lead Form Number: AFN42523

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/17/2010	AFN42523	Advertising Newspaper Ad	Initial		0.000	AFN42523_FINAL with brackets.pdf

ARE YOU MEDICARE ELIGIBLE?

Three things to consider when choosing
a Medicare supplement insurance policy...

1. PRICE!
2. PRICE!
3. PRICE!

Competitive Medicare supplement insurance from a company you can trust. Add our friendly personal customer service and you have the financial value and security you seek.



Let Us Help You Choose The Right Medicare Supplement
Insurance Policy At The RIGHT PRICE. Call Toll-Free Today!

[1-800-000-0000]

There is no obligation.

[You can also visit us online at www.medsuppkit.com]

YOURS FREE —

An easy-to-read and understand
Medicare and Medicare supplement
information booklet!



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. United of Omaha Life Insurance Company is licensed nationwide, except in NY and is solely responsible for its financial and contractual obligations. Policy forms: UM20, UM21, UM22, UM23, UM24, UM30 and UM31 or state equivalent. In ID: UM20-21698, UM23-21699, UM24-21700, UM30-22551 and UM31-22552; in OK: UM20-21746, UM23-21747, UM24-21748, UM30-22579 and UM31-22580; in OR: UM20R, UM23R, UM24R, UM30R and UM31R; in TX: UM20-21760, UM23-21761, UM24-21762, UM30-22587 and UM31-22588; in WI: UM25. Not all policy forms may be available in every state. These policies have exclusions, limitations and reductions. In some states, Medicare supplement policies are available to those eligible for Medicare due to a disability, regardless of age. In TX: If you receive Medicare benefits because of a disability, you may apply for a Medicare supplement Plan A; regardless of your age. IMPORTANT NOTICE — "A CONSUMER'S GUIDE TO HEALTH INSURANCE FOR PEOPLE ELIGIBLE FOR MEDICARE" MAY BE OBTAINED FROM YOUR LOCAL SOCIAL SECURITY OFFICE OR FROM UNITED OF OMAHA LIFE INSURANCE COMPANY.

This is a solicitation of insurance and an agent may contact you by telephone. By responding, you're requesting a licensed insurance agent contact you by telephone to provide additional information.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: Memorandum of Variability	Filed	Date: 03/17/2010
Comments:		
Attachment:		
AFN42523 MOV.pdf		

Variable Material for Advertising Form

AFN42523

The following information in the aforementioned advertisement is bracketed to denote variable material.

Bottom of Ad

Phone Number is variable: [1-800-000-0000]

Middle of Ad

[“You can also visit us online at....”]

- copy will be in or out

Middle of Ad

Web URL is variable*: [www.medsuppkit.com]

** only approved web pages used will be used*